

Message Text

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PAGE 01 STATE 017677
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INFO OCT-01 AF-10 ISO-00 EB-08 /019 R

DRAFTED BY COM/BED/OIM/CKONKEL/JLS
APPROVED BY EB/OCA:ALZUCCA
COM/BED/OIM/RGARNITZ
STATE/AF/EPS/JWHITE

-----111250 240611Z /20

R 232123Z JAN 78
FM SECSTATE WASHDC
TO AMEMBASSY KINSHASA
AMEMBASSY LUSAKA
INFO AMEMBASSY NAIROBI

UNCLAS STATE 017677

E.O. 11652: NA

TAGS: BEXP: XA

SUBJECT: AFRICAN COMMERCIAL OFFICERS CONFERENCE: PANEL
DISCUSSION LEADERS

FOR ARMA JANEKARAER, KINSHASA; JOHN A. BARCAS, LUSAKA;
LARRY WILLIAMSON, NAIROBI

1. IT IS PROPOSED THAT FSO ARMA JANE KARAER (KINSHASA)
AND JOHN A. BARCAS (LUSAKA) SERVE AS DISCUSSION LEADERS
FOR PANEL OF THE WHOLE NO. 4 "ROLE OF THE COMMERCIAL OF-
FICER IN ASSISTING HOST NATIONS TO FORMULATE LONG-RANGE
MARKETING PLANS" (FEB. 23, 1500-1545).

2. EACH OFFICER'S FORMAL PRESENTATION SHOULD TAKE APPROXI-
MATELY 10 MINUTES TO ALLOW TIME FOR FULL GROUP DISCUSSION
PLEASE CONSIDER ADDRESSING, BUT DO NOT CONFINE YOURSELVES
TO, THE FOLLOWING QUESTIONS EITHER IN YOUR PRESENTATION OR
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DURING THE ENSUING DISCUSSION PERIOD:

A. WHAT IS THE ROLE OF THE COMMERCIAL OFFICER IN AFRICA IN
ASSISTING LOCAL GOVERNMENTS TO FORMULATE MARKETING PLANS?

B. DOES THE FSO IN AFRICA OPERATE UNDER UNIQUE CONDITIONS,
IF SO WHAT ARE THEY?

C. HOW CAN THE FSO MAKE THE CONTACTS NECESSARY TO PARTICI-
PATE IN THE FORMULATION OF LONG-RANGE MARKETING PLANS AND
HOW EFFECTIVE CAN HE BE IN THE FINAL ANALYSIS?

3. FSOS KARAER AND BARCAS ARE REQUESTED TO CONFIRM THEIR
WILLINGNESS TO LEAD THIS PANEL DISCUSSION BY COB JANUARY
25, 1978. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE017677
Document Source: CORE
Document Unique ID: 00
Drafter: BED/OIM/CKONKEL/JLS
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780034-1133
Format: TEL
From: STATE
Handling Restrictions: n/a
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Legacy Key: link1978/newtext/t19780133/aaaabbml.tel
Line Count: 70
Litigation Code IDs:
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Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 8ff824e1-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 16 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3729729
Secure: OPEN
Status: NATIVE
Subject: AFRICAN COMMERCIAL OFFICERS CONFERENCE: PANEL DISCUSSION LEADERS FOR ARMA JANEKARAER, KINSHASA; JOHN A. BARCAS, LUS
TAGS: BEXP, XA
To: KINSHASA LUSAKA
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/8ff824e1-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014